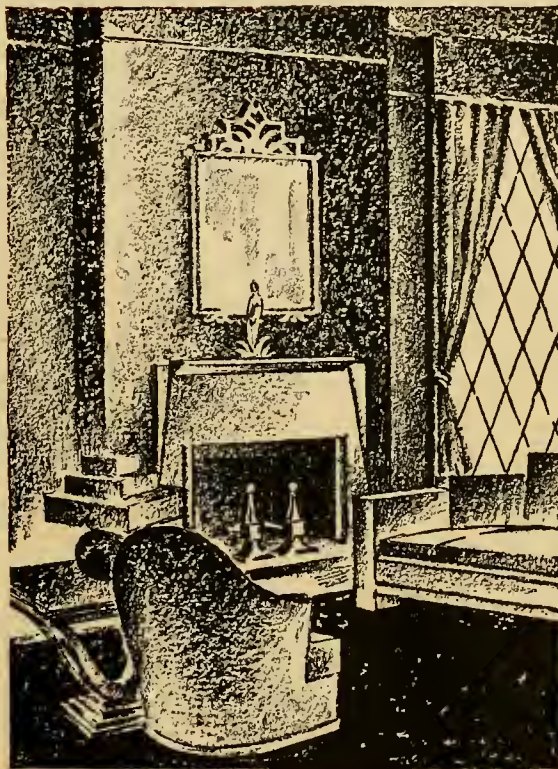




FURNITURE OF TO-DAY



JOHN WANAMAKER
PHILADELPHIA

THE HENRY FRANCIS *du* PONT
WINTERTHUR MUSEUM
LIBRARIES



FURNITURE OF DISTINCTION FROM WANAMAKERS

COME WALK with us in this Wanamaker world of fine furniture. Just random glances as we go by . . . yet what homes each conjures! How vividly the Early American bedroom suite calls to mind a staid country homestead and its restful welcome! A love seat, a cabinet, a Chippendale chair . . . don't they make you want to linger in the living-room?

Faithful reproductions of French and English antique pieces . . . each exclusively at Wanamaker's. The pert, angular, irresistibly expressive modernist furniture . . . from abroad and in the American version. Here truly is the furniture of today in all its many phases . . . adapted to the needs of the homes of today. Nowhere in all the world is there another such variety of furniture, meeting the requirements of every home and every furnishing problem. Nowhere are beautiful standards of design more faithfully followed, or more skillfully adapted to modern needs. And nowhere is there a more complete measure of quality.

This little book can, at best, give but the random glances one gets in the briefest stroll through the Furniture Store. There is a world of things unshown. So come, linger to your heart's content, and dream that most delightful of dreams . . . of the home that is to be. Come again and again . . . for this Wanamaker furniture world is ever changing its pano-

rama. Each day contributes its quota of new things. Especially now that the Autumn Exposition and Sale is in the making. What a wonderful time to come, browse around so as to be ready when the prices are lowered!

The furniture pieces on title page are exact reproductions of imported models — made exclusively for Wanamakers.





▲ desk to inspire correspondence notes of gracious dignity. Faithfully designed in an Early American mode, and constructed of all-mahogany, with top 36 x 24 inches. - - - Price \$85



Reader's delight! An alluring wing chair . . . an engrossing book . . . and quietude. The chair a model of good materials and construction.

In colorful cretonne - Price \$70

Tilt-top coffee table in satinwood and mahogany with 17 x 23-inch top - - - - - Price \$19



Her dainty feast deserves a charming background. Memories of the "Old Dominion" State cling round this fine Virginia sofa. Made to Wanamaker specifications . . . with hair and cotton filling and tufted cushion seat. In denim - - - Price \$200

Ottoman, hair and cotton filled. In denim - - - - - Price \$25



**A
LIVING
ROOM
OF PLEASANT
LUXURY**

HOME-KEEPING hearts are happiest" . . . and why? The living-room suit is one good reason. Frames of solid mahogany beautifully hand-carved and pierced. Covering of green mohair. Hair and cotton filling. Down-filled, reversible cushions.

Davenport - - - Price \$300

Arm-chair - - - Price \$150

Nest of three tables in walnut and hurl veneers - - - - - Price \$58

An ensemble of gracious allure. Wing chair in the Queen Anne mode has reversible loose-cushion seat. Wanamaker standard construction . . . hair and cotton filling. In denim.

Price \$80

Tilt-top table with shaped edge is mahogany veneered. Top 24x24 inches. *Price \$25*



GIFTS TO GIVE ◆ THE ROOM ◆ YOU LIVE IN



The afternoon call. Mahogany card table is of Chippendale inspiration. A charmingly antique suggestion in its massive lines.

Price \$85



Stately secretarial dignity. A desk of splendid furnishing value . . . in a time-honored style . . . a family possession like a grandfather clock or old silver. Chippendale . . . in mahogany, block front type - - *Price \$150*

With glass or lattice door - - *Price \$145*

Chippendale chair in solid mahogany with hair cloth seat - - - - - *Price \$34*



**COLOR . . . COMFORT
...CUSHIONS IN A
CORNER**

AFTER the game . . . a fragrant cup.
The two-piece suit is in a special design known as the "Tuxedo." Upholstered furniture of an exceptionally high-grade type specially constructed for Wanamaker's. Filling of hair and cotton. Covering is a green mohair in a fine check effect.

Davenport - - - - - Price \$185
Armchair - - - - - Price \$95

Imported coffee table with frame of hand-carved beechwood and marble top, 20 inches in diameter - - - Price \$19.50
Mahogany-finished end table with convenient book-trough - - - - Price \$10



**SUCH 'LITTLE
GROUPS' MAKE
A ROOM ♦ ♦ ♦**

"Sincerely yours" . . . an inspiration to good writing. The fine secretary-desk is a thing of institutional character . . . such as the ancient Romans might have honored among the Penates. Chippendale . . . in beautiful mahogany veneers with lattice over glass doors - - - Price \$110

The ladder-back chair just "belongs" with the secretary by right of antique suggestion. Mahogany finished. Seat of fiber rush - - Price \$17.50

Something merry is afoot . . . and the imported coffee table fits the scheme perfectly. Louis XVI style in hand-carved beechwood with 18x25 inch marble top - - Price \$19.50

Imported footstool, Louis XVI mode, in hand-carved beechwood, upholstered in needlepoint - - - Price \$6.50



When you feel like saying—with apologies to Burns—that "all the world and all its cares may all go topsyturvy O"—this is the chair for you . . . and right where it belongs. A Colonial type, modernistic though the paneled back may seem. Wanamaker standard construction. In denim - - - Price \$80



COMPELLING is the impulse to "flop" into the deep, comforting embrace of these upholstered living-room pieces. Typical examples of Wanamaker construction . . . filling of hair and cotton. Legs in the Queen Anne period are tastefully carved. Two-piece snit in denim.

Davenport Price \$140

Chair Price \$70

Tilt table in mahogany has top 16x16 inches.

Price \$13.50

Yesterday and today!
The charm of an antique style
... with modern garnishments.
Chest of drawers of a quaint
old type is of burl walnut veneers with fine marquetry inlays
- - - - Price \$135



Tasteful charm in a boudoir. An effectively harmonized group beautifully expressive of the Queen Anne period.
Drop-leaf table in burl walnut veneer - - - Price \$110
Chair - - - - Price \$55



For his tranquil hour! A glorious Queen Anne wing chair one drops into as a matter of human impulse. Cover of beautifully flowered linen.

Price \$155

Book-rack an exact replica of a model specially imported by Wanamaker's. - Price \$56



●

A QUEEN ANNE BOUDOIR OF MODERN CHARM ♦ ♦



RESTFULNESS and sweet repose! The Queen Anne style expressed in exquisitely beautiful burl walnut. Full-size bed, bureau and hanging mirror, chest of drawers, dressing table and hanging mirror - - - - - Price \$690
 Chair - - - - - Price \$35
 Bench - - - - - Price \$35
 Night-stand - - - - - Price \$65
 Portable mirror - - - - - Price \$70
 The window in colorful array . . . to woo, to welcome and to temper the glorious light of day.



Your favorite volumes ready at hand when and where you want them . . . in an unobtrusive maple bookrack reproduced exclusively for Wanamaker's from an imported model. 32 inches high, 17 inches wide, 7 inches deep.
Price \$17

**◆ THINGS FOR
 BOOKS ◆ AND
 PLEASANT NOOKS**



▲ museum piece in replica. Original of this early American wing chair is in the Metropolitan Museum, New York. Red printed English linen covering shows George Washington, and Ben Franklin and various American symbolic motifs.

Price \$150

Mahogany table 22 inches in diameter, 25 inches high - - - - - *Price \$18*

Early New England tradition . . . Symbolized in the Salem chest . . . a thing of vast utility and sturdy build . . . a real stand-by of a real American home. An old model reproduced in all mahogany - *Price \$68*





THOU driftest gently down the tides of sleep"
 ... in the reposeful atmosphere of a Colonial
 room. The quaint charm of the Early American
 mode admirably expressed in this maple veneered
 suite.

| | | | |
|------------------|---------|-------|---------|
| Full size bed | - - - - | Price | \$62 |
| Bureau | - - - - | Price | \$117 |
| Dressing table | - - - - | Price | \$77 |
| Chest of drawers | - - - - | Price | \$100 |
| Rush-seat chair | - - - - | Price | \$19.50 |
| Night stand | - - - - | Price | \$28 |

New England hooked rugs complete the old-time
 symphony.



Equally accommodat-
ing for a quiet game or a
delicious cup of tea. Tilt-
top table with fluted pie-
crust edge. In exquisitely
figured mahogany veneers.
Top 34x34 inches, Price \$90



MODERNITY DEMANDS COPIES OF HISTORIC BEAUTY

Earth's sweetest spot, one's own fireside! Dream of the wanderer, inspiration of the poet! The wing chair is worthy of the sentiment. An Early American type with Queen Anne influence. In construction a true Wanamaker type. Covered all-over in green cut velvet. As pictured - Price \$30
The tilt-top table is mahogany ... (top 18x26 inches). Price \$32



Where a man would fain linger . . . and enjoy a quiet pipe. The chair, known as the Fairfax is an unusually fine Queen Anne piece with cabriole legs carved in relief. Frame of walnut. Filling of hair and cotton. Can be had in various covers. Shown here in tapestry. Price \$57

Mahogany tilt-top table (top 16x16 inches). Price \$13.50

Intriguing appurtenances for her boudoir. The powder table is in enamel with a charming touch of floral decoration. Three cunning compartments and hinged mirror. Width 18½ inches, length 31 inches, height 29½ inches. Price \$50



Picture it in your own bedroom, that soft, restful, upholstered easy chair in profusely flowered cretonne with deep valance. Constructed to Wanamaker specifications . . . with hair and cotton filling. Price \$19.50

Mahogany-finished end table with magazine rack - Price \$7

Effective adjunct in good furnishing, an admirable Queen Anne low boy, all-mahogany. Measures 21 inches wide, 36 inches long, 28 inches high - Price \$58



"Tea for three." And how nicely the butterfly table adjusts itself to the delicious occasion. Of mahogany, with two drop leaves. Closed 12x36 inches, open 32x36 inches. Price \$25

"Tea for two" . . . or more if need be. Nothing more sociable than this gateleg table . . . the gate ready to open for another guest or two. All mahogany, with drawer. Open, 34x48 inches. Closed, 34x13 inches - Price \$35





An heirloom of the future . . . treasure house for more delicate heirlooms . . . laces antique and grandmotherly . . . redolent of old lavender . . . nick-naeks cherished "for the sake of auld lang syne." Home . . . it takes just such a highboy to give it the full meaning. All-mahogany. The Queen Anne style in transition - *Price \$85*

First-aid to domestic neatness . . . triumph of compact commodiousness . . . one right place for everything . . . and everything in its one right place. Modern constructive genius admirably meeting urgent modern needs. All-mahogany - - - - *Price \$80*

Out and away for a merry canter . . . and home again to the friendly repose of just such a chaise lounge, big, comfortable, cheery in its gay Paisley covering. Specially constructed for Wanamaker's . . . hair and cotton filling - - - - *Price \$42*
Mahogany-finished end table - *Price \$8*

To fill a narrow space with charm and advantage. Modified Queen Anne type, all-mahogany and with generously deep drawer space - *Price \$62*
What an agreeable companion piece is the well designed Windsor chair.
Price \$14.50

PLEASANT dreams . . . in a true Colonial atmosphere . . . achieved at surprisingly small outlay. Note the prices for these all-mahogany pieces.

| | | |
|---------------------------|-----------|---------------|
| Bureau | - - - - - | Price \$65.00 |
| and hanging mirror | - - - - - | Price \$18.00 |
| Chest of drawers | - - - - - | Price \$70.00 |
| Dressing table | - - - - - | Price \$48.00 |
| and hanging mirror | - - - - - | Price \$18.00 |
| Full-size post bed | - - - - - | Price \$10.00 |
| Portable mirror | - - - - - | Price \$11.00 |
| Rush-seated Windsor chair | - - - - - | Price \$14.50 |
| Night-stand | - - - - - | Price \$19.00 |



SMARTNESS FOR A COUNTRY HOUSE

Beloved of the old-time housewife . . . the Welsh dresser. Picture it in the breakfast-room of a country house . . . a thing of undeniable charm. Measures 68 inches high, 54 inches wide, 20 inches deep - - - - *Price \$132*

Simplicity quaint and stern . . . suggestive of early New England . . . mark the old-fashioned hutch cabinet. Fitted with shelf and linen drawer - - - - - *Price \$85*



Befitting its name . . . the butterfly table in a sunshiny setting. Drop-leaves at both ends. 72 inches long, 27½ inches wide when open. *Price \$58*

Side chair, an Early American type, engagingly simple and sturdy. *Price \$14.50*





▲ L.L. set for a jolly "twosome." The ten-piece dining-room suit is in mahogany veneers . . . emphatically Chippendale in style. Includes six chairs with hair cloth seats - - - Price \$595

Early American pieces . . . cherry and maple . . . with a real old-time charm.





THREE WAYS TO HEIGHTEN THE ART OF DINING

To beautifully transform a corner is a simple matter . . . given the right furniture, for instance, this corner maple veneered cabinet, a Jacobean type, influenced by Chippendale - Price \$110

Windsor type chair

Price \$17.50



The buffet strikes a delightfully antique note, suggesting the transition from Stuart to William and Mary. 54 inches long.

Price \$105



"Polly, put the kettle on!" Before tea or coffee came into use the gate-legged table was a time-honored thing . . . but it takes any two of the three to make a refreshing combination. This table is a typically old-time model, measuring 49 inches in diameter. - - - Price \$68

Windsor chair - Price \$17.50



READY for the luncheon party. Ten-piece
 suit is all-mahogany in the Sheraton mode
 with dining table in the style of Duncan Phyfe.
 Buffet is 66 inches. Five side chairs and one
 arm-chair have blue hair cloth seats.

| | | |
|--------------|-----------|------------|
| Buffet | - - - - - | Price \$85 |
| China Closet | - - - - - | Price \$72 |
| Server | - - - - - | Price \$45 |
| Table | - - - - - | Price \$65 |
| Side Chair | - - - - - | Price \$13 |
| Arm chair | - - - - - | Price \$18 |

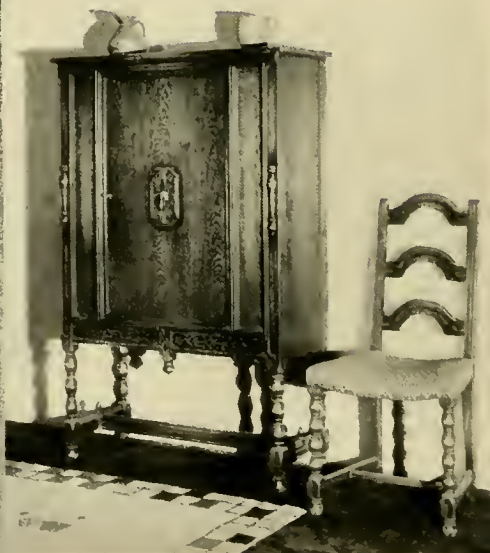




Furnishing the little apartment dining-room to the best advantage. Note the light and airy lines of the Jacobean oak buffet, its convenient proportions and fine furnishing effect - - - Price \$92
Chairs with tapestry seats,
Price \$20 each



"Just ourselves two" . . . or with a few good friends! The table is a draw-top . . . equal to either requirement. Jacobean oak - - Price \$20
Tapestry-seated side chair,
Price \$20

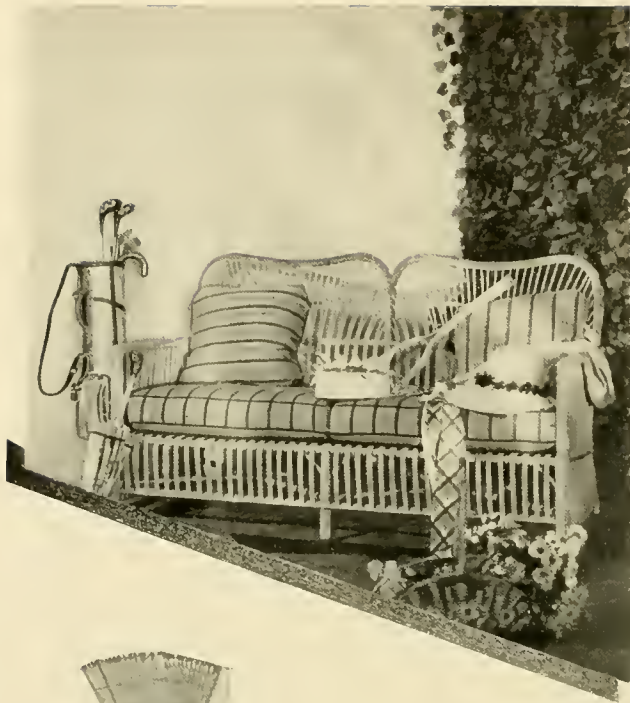


China closet, of the closed type, has an old English charm . . . also the charm that stands hard knocks,
Price \$78



**A DINING ROOM ♦
"WHERE LOVLINESS
KEEPS HOUSE" ♦ ♦**

SUNDAY night's supper . . . with the friends we love! Effective furnishing at a surprisingly moderate cost. Ten-piece suit is in walnut veneers in a William and Mary motif influenced by the Italian school. Buffet is 66 inches long. Extension table. Five side chairs and one arm chair have blue hair cloth seats Price \$290



Need refreshments on the terrace . . . the terrace a dream of cool restfulness in its smart wicker willow furniture . . . willow enameled . . . sophisticated . . . modernized . . . unique in suppleness and rhythmic grace. Choice of enameled finishes . . . and of gay cretonnes. Three-piece suit consisting of 60-inch settee and two arm chairs . . . spring seat construction - - - - Price \$150

The wicker willow table is 20x30 inches - - - - - Price \$20





AN atmosphere enchanting! The enclosed porch . . . or morning room a vision of bright color and tasteful luxury. French provincial pieces in gay-flowered chintz were imported by Wanamaker's.

| | |
|-----------------------|-------|
| Sofa - - - - - | \$215 |
| Arm chair - - - - - | \$100 |
| Resting bed - - - - - | \$250 |

Walnut, triple-drawer commode reproduced exclusively for Wanamaker's from a specially imported model - - - - - Price \$75

Coffee table of walnut - - - - - Price \$27



♦ ♦ ♦ **THE NEW
IDEA IN HOME
FURNISHINGS**

THE ENSEMBLE

... it dominates the world of women's fashion; it rules in home furnishing. Each chair, each lamp, each piece of pottery in a room bears a definite relationship to the draperies, wall embellishments and every other furnishing asset. They must live together—so choose them together. This service of enabling customers to choose accessories along with the furniture was provided for the general public, without an interior decorator's fee, for the first time by Wanamaker's in the Spring Exposition and Sale. It revolutionized furniture buying and created a new standard of value. Again during the Autumn Exposition and Sale, now in preparation, there will be completely created rooms, rich in suggestions and far reaching in their helpfulness. You should accept no less in home furnishing service. And while furnishing in this convenient way at Wanamaker's, you can take advantage of the Budget plan . . . the most equitable system of extended payments yet devised.



JOHN WANAMAKER
- - **PHILADELPHIA**